



# California Department of Veterans Affairs

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## NEWS FOR VETERANS

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### VA TELEVISION COMING TO PBS STATION KIXE IN REDDING, CA

VA Television (VATV), an award-winning 30-minute televised health and benefits talk show geared towards veterans and produced by the VHA Office of Special Projects/Office of Communications will soon air on KIXE, Channel 9, Redding's local Public Broadcast System (PBS) station.

VATV aims to fulfill the need to communicate more fully with veterans, their family members and friends. This improved communication serves to address veterans' questions concerning enhanced preventive medicine efforts and places emphasis on wellness and health. In addition, VATV addresses veterans' questions regarding eligibility, benefits, third party payers, and related matters.

Health Correspondent Suzan Dentzer of the Leher News Hour will host VATV. KIXE's broadcast area covers a 130-mile radius, which includes the counties of Butte, Colusa, Glenn, Lassen, Modoc, Plumas, Shasta, Siskiyou, Tehama, and Trinity. KIXE is one of the most watched TV stations in the area, serving more than 500,000 people.

The need for improved communication has been expressed through many sources and venues including providers, veterans, Veterans Service Organizations (VSOs), volunteers and others. Improved communication with patients through education and ongoing responsiveness is a requirement for integrated networks. There are other successful efforts similar to VATV, by various VAMCs and medical schools. This is the first attempt by a health care system to launch a national-scope outreach. VHA is proud to pioneer this model.

VATV's broadcast schedule for the next couple of months is as follows:

#### Thursday May 25<sup>th</sup> 10:30PM

"Hypertension - Silent But Deadly" with Ed McMahon - focuses on hypertension detection and management.

#### Thursday June 1<sup>st</sup> 10:30PM

"Healing Corner with Ed McMahon" - a full-length interview with former Tonight Show's Ed McMahon about his lifelong battle with Hypertension. It is a witty, humorous, fast moving interview full of reminiscences and anecdotes.

#### Thursday June 8<sup>th</sup> 10:30PM

"Give Life" with Larry Hagman - this program advocates giving the gift of life, with two cabinet secretaries discussing the importance of enabling someone to enjoy continued and better health through organ donation. It features an interview with actor Larry Hagman on his liver transplant, followed by a moving

personal story by Dr. Kenneth Moritsugo, Deputy US Surgeon General on the importance of organ donation.

For more information on VATV contact Robert Manness, Program Assistant at (202) 745-2200.

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### **MEMORIAL DAY 2005 EVENTS**

Please continue submitting your Memorial Day 2005 events to CCVA. The Memorial Day 2005 Events listing/calendar will be posted on CDVA's website next week. Please forward your organization's Memorial Day 2005 Events to us as soon as possible for inclusion in this listing/calendar. Email the information for your event to [newsforveterans@cdva.ca.gov](mailto:newsforveterans@cdva.ca.gov). You may also fax your information to 916.653-2611 attention: Jaime Arteaga.

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